CLAIMS

What is claimed is:

1.   A method of providing directed search for a web site address broadcast on television, the method comprising:

creating a database containing one or more web site identifiers input by an advertiser associated with the television broadcast of the web site address;

permitting a user to search the database by inputting at least one of the web site identifiers; and

providing to the user a search response including one or more web site addresses broadcast on television,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user may have received the television broadcast of the web site address;

a time of day or date or dates when the user may have received the television broadcast of the web site address;

a channel number or call-letters for the station on which the web site address may have been broadcast; and

the name of a television program the user may have been watching when the web site address may have been broadcast.

2. The method of claim 1, wherein the search response further includes information related to a web site associated with the web site address broadcast on television.

3. The method of claim 1, wherein the one or more web site identifiers further include at least one member of the group consisting of:

a product or products associated with the web site address;

a service or services associated with the web site address;

a subject matter of interest associated with the television program or the web site address broadcast on television; and

the name of a host, celebrity or personality associated with the television program.

4. The method of claim 1, wherein the database is password protected.

5. A method for creating a directed search database of web sites broadcast on television, comprising:

providing each of a plurality of information providers access to a secured portion of the database;

providing each information provider one or more identifier categories;

allowing each information provider to store in the secured portion of the

database one or more identifiers associated with a web site broadcast on television, each identifier corresponding to an identifier category; and

creating a search query with the one or more identifier categories,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user may have received the television broadcast of the web site address;

a time of day or date or dates when the user may have received the television broadcast of the web site address;

a channel number or call-letters for the station on which the web site address may have been broadcast; and

the name of a television program the user may have been watching when the web site address may have been broadcast, and

wherein a user searches the database by inputting at least one identifier in the search query, and a search result including a web site associated with the input identifier is provided when the search query is executed.

6. The method of claim 5, wherein the secured portion of the database is protected by a password.

7. The method of claim 5, further comprising allowing each information provider to store in the secured portion of the database non-identifier

information relating to the web site.

8.   The method of claim 5, wherein the one or more identifiers further include at least one member of the group consisting of:

a product or products associated with the web site address;

a service or services associated with the web site address;

a subject matter of interest associated with the television program or the web site address broadcast on television; and

the name of a host, celebrity or personality associated with the television program.